moving ahead

FROM POLICY TO ACTION

Recommendations for a sustainable future for the Sport and Physical Activity Sector in BC

SUBMITTED BY THE WORKING GROUP ON SPORT AND PHYSICAL ACTIVITY, 2002-03

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Recommendations for a sustainable future for the Sport and Physical Activity Sector in BC

> *Participation in sport and physical activity is valued and embraced as a way of life in British Columbia, sustained by a province-wide, balanced commitment to healthy, active lifestyles and the ethical pursuit of excellence.*
>
> VISION, BC'S POLICY ON SPORT AND PHYSICAL ACTIVITY

British Columbia is home to a vibrant sport and physical activity system. Fuelled by the most physically active population in Canada, the system is powered by highly-developed organizations, skilled volunteers and world-class athletes, coaches and officials.

The system is poised for growth, but not without barriers. These include financial and human resource constraints, an aging infrastructure, public safety issues, an increased dependence on cars and the growing influence of computers and television. High performance sport faces additional hurdles; made-in-BC excellence must be ready to compete in a faster, stronger world.

Fortunately, there are unprecedented opportunities for BC's sport and physical activity sector. These include the development of the *Canadian Sport Policy*, the *Federal-Provincial-Territorial Priorities for Collaborative Action 2002-2005*, the *Pan-Canadian Healthy Living Summit and Strategy*, BC's *New Era* commitment and the province's successful bid for the *2010 Winter Olympic* and *Paralympic Games*.

These challenges and opportunities have served as a catalyst for the development of *British Columbia's Policy on Sport and Physical Activity*. The policy reinforces the province's commitment to sport and physical activity, and offers a framework for government support and for targeted activities across the sector.

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THE PROVINCE'S GOALS FOR SPORT AND PHYSICAL ACTIVITY ARE:

1. SPORT AND PHYSICAL ACTIVITY FOR ALL, whereby every British Columbian has access to sport and physical activity opportunities regardless of socioeconomic background, age, gender, ethnicity, geographic location or ability; and,
2. THE OPPORTUNITY TO ACHIEVE, whereby British Columbians can achieve their highest potential within a sport system that supports these aspirations.

To reach these goals, BC needs a strategy and action plan that can sustain and improve the potential of the province's sport and physical activity system.

In April 2002, George Abbott, Minister responsible for Sport and Physical Activity, appointed three working groups—*Active Communities*, *Active Schools* and *Organized Sport*—to develop recommendations for government and stakeholders on how to achieve the policy goals and vision for the sector.

The working groups consisted of 56 leaders and practitioners from sport, recreation, health, education, community, local government, the provincial government and other sectors. Approximately 90% of participants came from the private and not-for-profit sectors; remaining members came from the Sport and Physical Activity Branch, the Ministry of Health Planning and the Ministry of Education. While ministry representatives participated in group discussions, their primary role was to facilitate and to serve as resources.

The Working Group chairs* were:

> **Active Communities** – Gary Young, Recreation Director, Municipality of North Vancouver Recreation Commission (until 2003); Graham McKay, Sport and Physical Activity Branch.

> **Active Schools** – Wayne Hunter, Central Saanich Mayor (until Nov 2002) and former school principal; Sharon White, Sport and Physical Activity Branch.

> **Organized Sport** – Sandra Stevenson, President and CEO of Sport BC, Marion Lay, President of 2010 LegaciesNow Society and Charles Parkinson, Director of Sport and Physical Activity Branch.

* *Complete working group member lists are included in Appendix 1.*

The Future of Health Care

Improving our health care system is the greatest challenge Canadians face, and physical inactivity ranks high on the list of priorities that must be addressed.

Roy Romanow's 2002 report, ***Building on Values: The Future of Health Care in Canada***, establishes recommendations on how health care can be made sustainable and more effective. Consistent with other studies, including BC's *Patient First* report, GPI Atlantic's *Cost of Physical Inactivity in BC*, Peter Katzmarzyk's *The Burden of Inactivity* and the BC Heart Health Coalition's *Setting the Pace*, Romanow's report recognizes that physical inactivity is a risk factor for individual health and for the overall viability of the health care system.

Is physical inactivity growing? Emphatically, yes. As many as 47% of British Columbians are insufficiently active for optimal health benefits. Fifty-eight percent of BC youth aged 12-19 are no longer active enough for optimal growth and development.[1]

Indeed, obesity rates in Canadian children have tripled in the last 15 years.[2] Heart disease risk factors and type II diabetes are now being diagnosed in teenagers and children, an alarming trend that is linked, in large part, to physical inactivity and unhealthy eating.

The financial consequences of physical inactivity are alarming, too. The costs of inactivity in British Columbia are conservatively estimated at more than half a billion dollars annually (direct and indirect costs),[3] while in Canada, an estimated $2.1 billion in annual health care costs can be directly attributed to physical inactivity.[4]

It is estimated that if just 5% more British Columbians were physically active, the province could save $8.3 million each year in hospital, drug,

physician and other direct costs and an estimated $10.6 million in annual productivity gains.[5]

There is widespread recognition that remedial action must be taken now.

If capacity challenges in our health care system are to be addressed, a provincial physical activity strategy needs to include a population health approach and be designed to improve health outcomes and reduce health disparities among British Columbians.

The Provincial Government's New Era

The BC government's *New Era* action plan[6] will benefit from, and be influenced by, a stronger sport and physical activity sector. Indeed, the success of the sector contributes to the priorities and outcomes of many government ministries and agencies, including Community, Aboriginal and Women's Services; Advanced Education, Competition, Science and Enterprise; Children and Family Development; Health and Health Planning; Education; Human Resources; the Solicitor General and Public Safety; Sustainable Resource Management; Tourism BC; and, Water, Land and Air Protection

Sport and physical activity contribute to the vitality of communities across the province, both urban and rural. Technology, regional delivery, support for new infrastructure, eco- and adventure-tourism initiatives and other measures will also benefit the province and provide support for the government's *BC's Heartlands Economic Strategy*.[7] As well, recent changes within the Ministry of Education, including accountability agreements, school planning councils and new graduation requirements, open doors to new opportunities for sport and physical activity in school and community settings.

New Era commitments to double the Physical Fitness and Amateur Sport Fund, to champion the 2010 Vancouver Winter Olympics and Paralympics and to fully fund physical education point to greater resource allocations for sport and physical activity over the coming years. In response to this potential, a new framework for the sector, as outlined by the

recommendations contained in this document, will ensure that the province and its stakeholders can take best advantage of future resources and new directions.

Pan-Canadian Efforts

Moving Ahead—from Policy to Action can help to increase support for sport and physical activity across Canada. The BC sport and physical activity sector continues to provide input into the *Canadian Sport Policy*, the *Federal-Provincial-Territorial Priorities for Collaborative Action 2002-2005* and the *Pan-Canadian Healthy Living Symposium* and its ensuing strategy. At their conference in February 2003, the Federal-Provincial-Territorial Ministers of Sport set a target to increase physical activity levels in Canada by ten per cent by 2010.

National efforts have accelerated the federal government's interest in establishing bilateral agreements with the provinces and territories. Ensuring that BC's priorities are clear through *Moving Ahead: from Policy to Action* will help position the province to access new Sport Canada and Health Canada resources as they are made available.

2010 Vancouver Winter Olympic and Paralympic Games

The success of BC's bid for the 2010 Vancouver Winter Olympic and Paralympic Games is garnering new resources and enthusiasm for sport and physical activity in British Columbia. Communities across the province are already drawing benefits from the bid through the *LegaciesNow* program.

British Columbia's successful bid for the Games has enabled the province to gain special momentum to pursue podium excellence for its athletes, and the drive to become the most physically active jurisdiction to ever host the Olympics. This drive, to set international standards both in sport and through general physical activity, requires a sustainable and dynamic sector.

The inspiration of the Games and the growing challenges of health care have mobilized individuals and communities and added new emphasis to the need to further build the sector's capacity, from playground to podium.

SETTINGS FOR ACTION

British Columbians access sport and physical activity through four primary routes: community recreation, schools, organized sport and informal activity such as family activity and play. Participation may be structured, exemplified by sport tournaments, community courses, programs and events, or unstructured, which includes walking, cycling and a host of other activities.

In school settings, sport and physical activity can be accessed through a variety of means, including:

> the physical education curriculum (as well as external credit and other independent study);
> integrated curriculum activities (e.g. physical activity breaks in classrooms);
> extra-curricular activities (e.g. intramurals at lunch, recess play, competitive interschool sport); and,
> active transportation (e.g. walking or cycling to and from school).

Access to sport and physical activity is supported through community, school and organized sport resources and partnerships, from local to provincial and national levels.

The three working groups were tasked to identify gaps, weaknesses and opportunities in community, school and organized sport settings and to provide recommendations that will address them. Membership was integrated so that each working group had representation from each setting. Participants were also gathered into plenary sessions to share information with specific partners in the sector, including the BC Recreation and Parks Association, Sport BC, the Coaches Association of BC and BC School Sports.

This report contains recommendations designed to ensure a more sustainable future across the sport and physical activity sector. It provides a framework for a multi-sector collaborative provincial action plan.

The working groups' recommendations support the following guiding principles:

1. The sport and physical activity sector reflects a continuum of ability and interest (e.g. those participating for health and social benefits and those who seek to achieve excellence in high performance sport).

2. Sport and physical activity initiatives can benefit from an integrated industry or sector approach, as is the case with business, forestry, film, health and other sectors.

3. Strategies and actions are most likely to succeed if leadership and responsibility are shared, and if they promote and develop partnerships (both bilaterally and multilaterally).

4. Schools are primary agents of socialization and strongly influence lifestyle choices and learning. Links between health and education are well established; ultimately, healthy children learn better and physical activities complement academic objectives.

5. Whether a community is defined as a population centre (e.g. city, town) or a sector of our population (e.g. seniors, youth, ethnic group, schools), there is a need to ensure that there is a mechanism for communities to be represented in decision-making and activities as they relate to sport and physical activity.

Considerations for the recommendations in this report include the following:

1. Recommendations have been developed with an emphasis on sustainability and require shared leadership and resources to be successful.

2. Recommendations will direct government and stakeholders to gaps or weaknesses in the system in addition to strengthening existing programs, services and resources.

3. Recommendations for sport and physical activity and the document's two broad policy goals are mutually beneficial. That is, in most cases, recommendations will benefit the continuum of sport and physical activity, from the playground to the podium, from unstructured leisure activity to organized competition.

4. The resources and mandate of the Sport and Physical Activity Branch may be too limited to fully implement these recommendations. The Branch will address priorities, particularly when new revenues are available, and lever resources from other sources, including other ministries and orders of government.

The recommendations are presented and discussed in four theme areas that delineate the major components of the sport and physical activity sector:

A. the social context;
B. research and development;
C. resources and growth; and,
D. programs, services and events.

Recommendations for a sustainable future for the Sport and Physical Activity Sector in BC

SUBMITTED BY THE WORKING GROUP ON SPORT AND PHYSICAL ACTIVITY, 2002-03

A. SOCIAL CONTEXT

Recommendations contained within the theme of Social Context address the need to promote supportive environments for sport and physical activity, as well as for program and service delivery agencies.

1. **RECOMMENDATION**: That *BC's Policy on Sport and Physical Activity* be ratified as government public policy by Cabinet and supported with enabling or implementation strategies.

   BC's Policy on Sport and Physical Activity is a public policy that enables the provincial government to reinforce its commitments to sport and physical activity and to provide frameworks for action. Developed collaboratively with stakeholders and partners, the policy demonstrates commitment at the highest levels. In order to ensure that broader government priorities are reflected by the policy, it requires ratification by Cabinet.

   The policy will help to harmonize provincial policy priorities and activities at the national level, particularly with respect to the *Canadian Sport Policy*, the *Federal-Provincial-Territorial Priorities for Collaborative Action 2002-2005* and Health Canada's *Pan-Canadian Healthy Living Strategy*. By doing so, British Columbia will strengthen its ability to secure additional federal resources for the sector.

   As well, provincial public policy can be reinforced by enabling or implementation strategies such as a dedicated provincial Act (similar to the federal government's enabling legislation, *Bill C-54 Physical Activity and Sport Act*), and/or specific strategies to implement public policy objectives. Such measures (supported by *BC's Policy on Sport and Physical Activity*) could serve to raise the profile of sport and physical activity within government and delineate the provincial government's interests in:

- > The promotion of sport and physical activity as vehicles for individual, community and social development;
- > the participation of under-represented groups (such as women, girls, Aboriginals and people with disabilities) in the sport and physical activity system; and,
- > the staging and hosting of major multi-sport games.

2. **RECOMMENDATION:** That program delivery agents (municipalities, aboriginal bands, school districts, universities and colleges) be encouraged to develop and implement policies and policy statements relating to sport and physical activity that complement federal and provincial policies, strategies and initiatives.

   Grassroots mobilization requires a policy environment that includes best practices, sample strategies and operating policies such as annual school plans and accountability agreement goals for schools/districts, and gender equity or other access policies for municipal recreation facilities and programs. Potential partners in the development and dissemination of these materials could include the Union of BC Municipalities, the BC School Trustees Association, aboriginal bands and the BC Recreation and Parks Association.

3. **RECOMMENDATION:** That a team of high-profile British Columbians champion physical activity and sport. Promoting physical activity will require high-profile attention, authority and the credibility of the Premier, the Lieutenant-Governor, Cabinet Ministers, business leaders and other prominent British Columbians.

   The working groups recommend that the Premier lead a team of champions to promote sport and physical activity as integral to the health, prosperity and quality of life for British Columbia. Champions could include current and former athletes, school leaders (e.g. PE teachers and student-athletes), business leaders and media personalities.

It is also recommended that Government recognize the value of increased physical activity in addressing health treatment costs. This acknowledgment will help motivate government ministries and agencies (such as the Ministry of Education, Ministries of Health and Health Planning, Ministry of Water, Land and Air Protection, Ministry of Children and Families and others) to contribute to an intra-governmental strategy that can reverse trends toward decreased physical activity.

4. **RECOMMENDATION:** That sport and physical activity adopt a single industry approach.

The sector's success is determined by the ability of its partners and program and service deliverers to organize effectively. Initiatives undertaken by specific sectors, such as forestry, film, small business and fishing and for environmental, anti-smoking, anti-drinking and driving issues, have been successful because partners have mobilized in concert.

Effective mobilization can be achieved through:

- positioning sport and physical activity as a sector or industry and promoting its influence on BC's economy and quality of life, particularly with respect to the retail, manufacturing, professional sport and tourism industries (including adventure tourism);
- promoting the pervasiveness of sport and the benefits of physical activity among various sectors of our society;
- formalizing links among sector partners through shared leadership and involvement in various initiatives;
- committing to the reduction of duplication of programs and services; and,
- establishing a mechanism that responds to emerging issues and opportunities.

5. **RECOMMENDATION:** That early education and sustained intervention for sport and physical activity be encouraged.

Nearly one-fifth of British Columbia's population is in school. Educators are well-positioned, therefore, to influence children and youth with respect to forming healthy, lifelong habits of active living. Schools are well-positioned to be models to promote healthy eating, lifestyles and physical activity.

Schools, particularly the elementary grades, provide optimal settings to introduce and develop the physical skills required to increase the success and enjoyment of participation in sport and physical activity. Unfortunately, adequate and appropriate physical education and exposure to sport and physical activity are neither consistent, nor priorities among many teachers and schools.

The early and sustained presence of sport and physical activity programming in schools supported by appropriate and skilled instruction has the greatest potential to instil lifelong healthy, active attitudes and habits among new generations of children and youth burdened by the pressures of a complex society. Sustained intervention must include mandatory compliance to minimum times for physical activity (at least 150 minutes per week[8]) and supervision by teachers with specialized training.

BC's high performance sport system will also benefit from earlier intervention in school programs, particularly in terms of talent identification. Inactive children limit the talent pool for future world-class athletes.

The importance of physical activity should be emphasized and supported throughout the school years by means of age-appropriate physical education and the dissemination and implementation of best practices, both inside and outside structured classroom instruction.

As well, physical education instruction could be enhanced through:

> promoting the return of physical education specialists at the grade K-7 level in each school district to support and encourage effective instruction to generalist teachers; and,

> working with colleges of teachers to ensure that mandatory physical education methods courses are required for elementary teacher training.

6. **RECOMMENDATION**: That grade 11 and 12 students be provided with relevant programs and flexible access to physical activity, given that physical education is not mandatory.

In 1986, physical education instruction in grades 11 and 12 was eliminated as a mandatory graduation requirement. This decision was based on the desire to provide students with more academic choices. Physical education in these grades is currently offered as an elective.

With growing emphasis placed on high school academic performance by post-secondary institutions, students face pressures from parents, teachers and themselves to focus more effort on scholastic course work and high grades.

The Ministry of Education, during its 2001/2002 Graduation Requirement Review," considered a return to mandatory physical education for all grades and the inclusion of "fitness and personal well-being" as mandatory components of a proposed graduation assessment. In April 2003, based on public feedback, Cabinet decided to retain mandatory physical education for K-10 and set standards for physical activity in grades 11 and 12 through the portfolio assessment. Students will instead be required to meet a standard - demonstrating a minimum of 80 hours of participation in physical activity - in grades 11 and 12 to graduate.

The working groups, who endorsed mandatory K-12 physical education, support the direction of the graduation requirements and their focus on active living as part of a comprehensive approach to learning. This approach, it is hoped, will promote increased participation in physical activity and invite better linkages with community resources.

Graduation portfolio assessment can be strengthened with enhanced environmental supports to place physical education and activity higher on the agenda of decision-makers including students, parents, teachers, principals, school districts and the Ministry of Education. Nevertheless, the working groups expressed the following concerns in response to the physical activity component of the graduation portfolio:

> a total of 80 minutes of physical activity during high school does not meet the minimum physical activity recommended standard of 150 minutes per week, nor the 630 minutes per week (90 minutes per day) established by Canada's Physical Activity Guide;
> potential issues in schools with documenting and fulfilling the graduation portfolio assessment standards for physical activity; and,
> the lack of performance indicators for the assessment of PE programs.

New graduation requirements must also be supported by early intervention and education. High school students graduating without the ability to read or write would result in the urgent scrutiny of literacy programs in the province's elementary and middle schools. Students graduating without the ability to achieve the learning outcomes of grade 11 and 12 physical education should likewise be considered to reflect the quality of programming in earlier grades.

7. **RECOMMENDATION:** That communities develop local mechanisms (e.g. councils) that bring together multi-sector representation for the planning, development and coordination of sport and physical activity initiatives.

Communities have a number of organizations and resources to address physical inactivity and to strengthen local sport and recreation. These resources, however, could be strengthened by means of collective planning and by targeting collaborative resources to larger community efforts. Each community will benefit by collaborative design and the execution of initiatives and activities geared to its specific resources and needs.

Representatives could include schools, community sport clubs/organizations and leaders, aboriginal bands, parent advisory councils, health authorities, school boards, universities/colleges, municipal parks and recreation, business, community centres and fitness leaders. The Sport and Physical Activity Branch could support these community planning efforts by providing functional models, success stories and best practices.

8. **RECOMMENDATION**: That athletes be given opportunities to participate at decision-making tables and in leadership roles in sport in British Columbia.

British Columbia subscribes to an athlete-centred, coach-led, organizationally-supported sport system. Coaches and organizations participate at the major leadership tables. Athletes, however, are generally represented by proxy through third-party organizations. While these organizations often do an effective job of lobbying for the needs of athletes, athletes are expressing the desire for an independent voice.

This trend is reflected at the Olympic level with the establishment of athletes as voting members of the International Olympic Committee, and at the national level with the increasing responsibility afforded to the Canadian Olympic Committee Athletes Council and the advocacy power of Athletes Can.

B. RESEARCH AND DEVELOPMENT

The following research and development recommendations address the need for evidence-based research and the development of associated standards, baselines, benchmarks and strategies that will build a case for interventions and measure performance in sport and physical activity.

9. **RECOMMENDATION:** That a research and monitoring strategy that consolidates consistent, reliable, comprehensive and BC-specific research and data for benchmarking purposes be developed and implemented.

In order to strengthen the case for sustained funding and other support for sport and physical activity, the BC sport and physical activity sector needs BC-specific research and data. Information about the benefits of an active lifestyle is widespread, but the data is not always relevant or readily available, and does not always consist of primary research.

Research initiatives must also look beyond physical health outcomes. School decision-makers, such as the Ministry of Education, principals, school boards and parents, must understand the links between physical activity and academic performance.

Longitudinal information designed to monitor the social costs of physical inactivity is also needed, as well as data on aboriginals, teenage girls, low income families and seniors—populations identified as not having full access to physical activity.

BC and Canadian agencies such as BC Stats, Tourism BC and STATS Canada should be enlisted to gather consistent data on the sport and physical activity sector. Survey questions, for example, could be added to existing data collection initiatives in order to identify sport tourism, household spending, jobs and economic growth trends as they relate to sport and physical activity.

A comprehensive research strategy would identify the gaps, evaluate and explain current research activities and establish a provincial agenda for research that would encourage the best use of limited research dollars.

If sport and physical activity are to be promoted as a sector or industry, there is a clear need to identify, monitor and promote the economic, social and health benefits of sport and physical activity as a sector. Tourism BC releases a quarterly report of facts and figures that measure the health of the tourism industry. The sport and physical activity sector is encouraged to follow this model.

Annual indicators could include:

> the number of community, provincial, national and international events hosted in BC, including the appropriate economic multiplier;
> physical activity levels of British Columbians with breakdowns for children and youth and other target populations;
> the number of Active Schools and Active Communities;
> health care costs associated with physical inactivity;
> injury surveillance data,
> the membership levels of provincial sport organizations;
> the percentage of BC athletes on national and international teams;
> regional representation on Team BC;
> the number of regional sport centre participants, coaches and partners;
> the number of certified coaches and officials;
> community-by-community participation in sport and physical activity programs; and,
> data on student enrollment in physical education and school physical activity programs.

10. RECOMMENDATION: That a BC Research Centre for Sport and Physical Activity, or Sport/Physical Activity Science and Research Chair positions in partnership with one or more universities be established.

Research strategies are needed to identify and direct resources to BC post-secondary institutions.

The federal government announced additional health research funding in its 2003/04 budget. The provincial government should identify and promote research funding opportunities for BC colleges and universities to ensure that the province receives a proportionate share of federal research resources, and that BC research institutes have the opportunity to become leaders in sport and physical activity research. One way to integrate and direct sector research is to develop a centre for sport and physical activity research that solicits contributions from the province's top post-secondary institutions to research in the sport and physical activity field.

A chair position, or a position dedicated to full-time research in areas needed by the sport and physical activity sector, would ensure that consistent, timely and relevant data collection and research are undertaken, monitored and evaluated.

11. **RECOMMENDATION:** That a repository of best practices be established.

Best practices are those that successfully achieve their desired outcomes, provide flexibility and choice, and can be practically implemented with available resources.

A central registry or custodianship of best practices will support new and innovative partnerships, programs and service delivery. It is recommended that the Sport and Physical Activity Branch facilitate the development and dissemination of a variety of models used in schools and communities to build capacity in the sector.

12. **RECOMMENDATION:** That technology be embraced as a means to encourage access to sport and physical activity and provide appropriate resources.

Technology has the potential to increase public education and awareness with respect to sport and physical activity. The working groups recommend that the provincial government support and lead a web-based information network that brings together sport and physical activity information, best practices, curriculum material and other resources so that participants of any age, ability and geographic location have access to the resource. Exemplars include the Leisure Information Network, Active Ontario, EverActive Alberta, Aussie Sports and New Zealand's Hillary Commission websites. Adopting this use of technology will:

- ensure consistent education and information-sharing opportunities, particularly among regional and "mobile" (e.g. athletes) populations across BC;
- enhance regional access to programs and services, particularly in rural British Columbia;
- provide distance learning choices (for students, teachers, participants, coaches, officials, etc.); and,
- establish BC as a leader in technology and science.

13. **RECOMMENDATION:** That the provincial government develop stronger standards for and assessments of physical activity in schools, and provide support for these efforts where appropriate. Ideally, these standards would be developed as part of the Ministry of Education's provincial standards so that a culture of "physical literacy" is integral to the education system.

Like other agencies across government, the Ministry of Education is moving toward greater accountability and outcome-based performance measurements for its school district funding. The ministry's physical education curriculum has been regarded by other jurisdictions as exceptional and well-rounded, and has been adopted by other jurisdictions. It has not, however, been fully implemented nor assessed in BC schools themselves. Unlike reading, writing, numeracy and other core subjects, there is no measurement for student achievement in physical education.[10] The United States has made efforts over the past

decade to develop national standards that can define a "physically educated person."[11]

Fitness testing is neither well-received nor appropriate for every student. The standard Canadian Fitness Test, which consists of push-ups, a 12-minute run, a standing long jump and other measures, is not widely supported by students and teachers. There is a need, therefore, to counteract negative connotations for students and teachers of traditional fitness testing methods. New provincial standards must be accompanied by innovative, fun and varied assessments of physical education and activity.

Assessing standards and substantiating the health, social and academic outcomes associated with physical activity will help build a case for more comprehensive support of sport and physical activity programs in schools. The BC Performance Standards would be a useful template for physical education standards.

14. RECOMMENDATION: That school districts use physical activity and other healthy practices as a goal for school accountability agreements.

The education system's capacity to achieve provincial standards and assessments can be enhanced by providing schools with incentives, tools and information to guide decision-making for district boards, principals, teachers and parents.

Promoting physical activity and other healthy practices as a goal for school district accountability agreements and school planning councils – and linking this goal with provincial standards and assessments – will help encourage schools to include physical activity as a routine but integral part of their environment. The provincial government can help facilitate this by providing tools including template wording, assessment tools and template annual plans as well as data that support physical activity as a means to reduce obesity, stress and fatigue and to improve enhanced learning, skill development, self esteem, health and psychosocial outcomes.

15. RECOMMENDATION: That a comprehensive risk management plan be developed and implemented.

The Federal-Provincial-Territorial Ministers of Sport and Physical Activity committed to increase physical activity and sport participation rates at their meeting in 2003. It is critical, however, that any resulting potential for injury does not negate health care cost savings or diminish new participants' enthusiasm for sport and physical activity.

At present, the province has no minimum first aid and safety standards for sport and physical activity. Nor does it have a consistent structure to identify, collect and monitor injury data. It is proposed that safety issues become an integral part of planning and programming at all levels, through steps that include:

> public awareness initiatives;
> first aid training through coaching certification; and,
> risk and incident management plans for facilities, events and organizations.

A provincial risk management strategy could be aligned with the Sport and Physical Activity Branch's SportSafe program and the Ministry of Health Planning's Injury Prevention Strategy. The strategy could be implemented and evaluated by sector partners, such as the Sport Medicine Council of BC, the BC Injury Research and Prevention Unit, Sport BC and the BC Recreation and Parks Association.

A risk management strategy must include guidance for sport and physical activity program and service deliverers with respect to governance and liability issues, dispute resolution, harassment and abuse prevention and volunteer management and provide best practices to help identify and manage risk.

Through reducing liability and negligence, a comprehensive risk management strategy can help promote a safer environment for sport and physical activity.

Ensuring that the custodians of the rules and regulations of sport – that is, the referees, judges and officials – are well-equipped to maintain the safety and integrity of competition is also important to managing risks and providing a safer environment for sport. A risk management program should also identify strategies to enhance officials development opportunities.

C. RESOURCES AND GROWTH

Recommendations relating to resources and growth address sustainability and development issues facing the sector.

16. RECOMMENDATION: That the sport and physical activity sector develop strategic plans for alternative revenue sources.

Pressures on financial and human resources motivate organizations to seek alternative methods of program and service delivery, cost saving partnerships and other revenue-generating activities.

Government and partners in the sector should be encouraged to implement this recommendation by the following means:

- identifying and exploring alternative models (such as private-public partnerships) for infrastructure development, program resourcing and support for high performance athletes;
- the encouragement of shared services; for example, in administrative and human resource functions of provincial and multisport and recreation organizations;
- researching and developing innovative tax structures or incentives and other financial tools at the provincial, federal and municipal levels to support sport and physical activity;
- implementing or enhancing shared-use agreements and other partnership opportunities;
- encouraging bilateral agreements, including federal-provincial, provincial-provincial and private-public agreements;

> dedicating public sector funds to leverage private sector investment;
> developing endowment foundations; and,
> establishing a dedicated sport lottery.

17. RECOMMENDATION: That the provincial government channel Direct Access gaming funds through the Sport and Physical Activity Branch in order to achieve strategic objectives without compromising the fundamental nature of the program.

Approximately $9 million in Direct Access funding flows directly to community-based organizations on an annual basis. Given the breadth and complexity of the sport and physical activity system, the interpretative nature of "community benefit" that informs the program and the analysis of other criteria, some organizations in particular segments of the system receive funding while others do not.

In addition, based on the program's first-come, first-served operations, organizations that have submitted applications for funding earlier in the year are advantaged.

While the rules governing the distribution of gaming funds are being modified, the fundamental problems that hinder optimal distribution through the sport and physical activity system have not been addressed.

18. RECOMMENDATION: That the provincial government ensure that Provincial Sport Organizations receive the resources to respond to future challenges and opportunities.

Provincial Sport Organizations (PSOs) represent the primary delivery system for individual and team sport in the province, supporting more than 834,000 members in more then 4,850 clubs. Over the past decade, public funding available to PSOs has been reduced by nearly 30% while operational costs and member expectations have increased.

During that time, weaknesses in the economy have also resulted in decreased private sector funding. Many sport programs are, therefore, in "crisis mode," resulting in part-time staff, high staff and volunteer turnover rates, decreased volunteer bases and a growing lack of capacity. In large measure, winter sports have not been able to take full advantage of the 2010 Olympics, and current Canada Winter Games results reflect the inability of organizations to deliver existing programs in addition to developing and resourcing long-term high performance plans. Many summer sports face similar difficulties.

At current funding levels, PSO capacity to contribute to the national target of reducing physical inactivity by 10 per cent is limited. As well, as BC's population grows, so too will the membership of provincial sport organizations.[12] This growth, and the need to keep pace with global competition in respect to technical sport development, will challenge PSO capacity.

19. **RECOMMENDATION:** That the provincial government support the restoration of annual Summer and Winter Games.

The province's Summer and Winter Games were held on an annual basis for many years. Every athlete in the province had the opportunity to experience them and none were excluded by virtue of age. In 1996, budget cutbacks led to the relegation of the Summer and Winter Games to a two-year cycle.

The BC Games have been identified by every major municipality that has hosted them as one of the most positive, community building events in their history. In addition, they provide province-wide access to a major sporting competition—a critical benefit for the development of BC athletes preparing for the Canada Games and for those who, by virtue of age, miss the Canada Games' four-year cycle.

Finally, the BC Games provide incentives for the development of certified coaches throughout the province and for the continued

enhancement of new clubs and the volunteer capacity these clubs inspire.

20. **RECOMMENDATION:** That the provincial government complete the Regional Delivery Program, including measures to develop a sustainability model for each of the Centres in the Program.

The Regional Sport Delivery program (now administered by the Pacific Sport Group) has increased regional access to coaching, programs and services through a network that serves more than 100,000 participants and provides full-time paid positions for 55 coaches. The program is incomplete, however, due to lack of funding.

Major regions of the province remain under serviced, including the Northwest and the Northeast. The Kootenay region is not serviced at all. Funding reductions, partner agreement modifications and individual sport program changes have reduced capacity at some of the province's existing Regional Delivery Centres.

A sustainable future for each Centre would help to support the government's *BC's Heartlands Economic Strategy*, as outlined in the 2003 Throne Speech, in addition to increasing the number of professional coaches and improving services to athletes, coaches and volunteers in the regions.

21. **RECOMMENDATION:** That the provincial government negotiate changes with the government of Canada to the Canada/BC Infrastructure Program, including the removal of the $2 million "cap" on non-green infrastructure projects or, alternatively, to negotiate the inclusion of a dedicated sport and physical activity component.

22. **RECOMMENDATION:** That the provincial government reintroduce its capital grants program to construct/retrofit sport and physical activity facilities.

During public consultations and working group meetings, the construction or retrofitting of facilities emerged as a top priority. Many of the province's ice rinks, recreation centres and playing fields were constructed in the late 1970s and early 1980s under the aegis of the Recreation Facilities Assistance Program, Centennial Projects, GO BC and BC 21 programs. These facilities are entering the latter years of their life cycles and face uncertain futures without dedicated capital funding for replacement, reconstruction or retrofitting to meet the needs of recreational and high-performance users. Most facilities are not at an industry standard with respect to energy efficiency and other environmental considerations.

The provincial government currently participates in the Canada/BC Infrastructure program, based on a one-third funding ratio by three levels of government for qualifying projects. The program provides grants in two categories: Green Infrastructure projects, such as sewers, water treatment and building environmental efficiency projects, and non-Green Infrastructure projects. The latter category includes culture and recreational projects, local transportation infrastructure, alternative transportation initiatives and housing projects. Non-Green grants are presently capped at $2 million. There is no cap for "Green" grants. This distinction, and an inclination to view capital projects as "all or nothing" applications, results in the reduced priority of infrastructure proposals for recreation facilities by municipalities applying for grants.

New support for infrastructure should be contingent on compliance with LEED standards (Leadership in Energy and Environmental Design), as is the case with proposed venues for the 2010 Vancouver Winter Olympic and Paralympic Games. LEED standards are a voluntary, consensus-based American standard for developing high-performance, sustainable buildings. Infrastructure development should also provide for user agreements that allocate time and the use of facilities for high performance athletes.

23. **RECOMMENDATION:** That an infrastructure strategy be developed that includes an inventory of recreation, school and other public facilities, a provincial capacity study and models for shared-use and shared-development of facilities.

The lack of facilities and the non-optimal use of existing facilities have been identified as barriers to ensuring full access to sport and physical activity. At present, however, there is no provincial strategy to identify capacity issues, priorities for growth or redevelopment or to identify new resources for future facility needs. Consequently, while facility access is widely identified as a priority, there is uncertainty about the magnitude of the problem, the priority areas to address and whether facilities are being used to full capacity.

A facility inventory and capacity study would help to advance the case for dedicated recreation infrastructure funding and would identify best practices to help guide community capacity to provide better facility access. There are various examples of shared-use and shared-development projects around the province, including Kelowna's Skyreach Place, constructed through a public-private partnership, and Victoria's Colquitz Community School, retrofitted by means of a partnership agreement with the municipality of Saanich. The school now provides enhanced daytime facility access for both the school and for a local seniors' group. Innovative models and partnerships offer communities opportunities to improve access to sport and physical activity.

The provincial government (and/or school districts) should also look to models and legislation in other jurisdictions, to mandate optimal use of the school facilities and encourage municipalities to follow suit with community venues.

The provincial government, through the Union of BC Municipalities, can also encourage regional infrastructure planning and event hosting

through the provision of conferences, best practice clinics and other municipal planning resources.

24. **RECOMMENDATION:** That the provincial government provide enhanced support to create or maintain connector trailways and promote greenspaces in BC.

One of the most attractive avenues for promoting physical activity and tourism is the province's trail system. Community multiuse trails, such as the Galloping Goose in Victoria and the Kettle Valley Railway in the Okanagan, have been successful in getting people active, providing alternate transportation routes and building the eco- and adventure-tourism industry.

A trails program resourced by dedicated funds from the Ministry of Transportation's gas tax and/or the Ministry of Water, Land and Air Protection's park fees/parking revenues could provide nominal but meaningful grants for communities wishing to build or refurbish connector trails. Trail projects require lower maintenance and upkeep than other capital projects, yet returns on investment are considerable in terms of environmental custodianship, the promotion of physical activity, the development of destination tourism sites and attracting corporate investors. Terasen (formerly Centra Gas) on Vancouver Island and BC Hydro in Surrey have been, or are considering, investing in trail development.

Investments in trails would complement the *BC's Heartlands Economic Strategy* by enhancing economic diversification, promoting tourism and increasing the quality of life in rural communities.

25. **RECOMMENDATION**: That a strategy to recruit, train, recognize and retain volunteers in sport and physical activity be developed.

Volunteers are the backbone and lifeblood of the sport and physical activity sector. Amateur sport is supported by the second largest

voluntary industry in Canada, contributing to social cohesion and community development across the country. Volunteer contributions to the sector are formidable.

> There are approximately 40,000 volunteer coaches in BC; about 5,000 are registered with the Coaches Association of BC, 98 per cent of whom are volunteers.[13]
> There are 3,800 sport clubs run by volunteers.[14]
> Each year, about 13,000 people volunteer at the BC Games family of multisport games.[15] Tens of thousands more volunteer at various events throughout the province.
> Volunteer activity in Canada is channelled through five types of organizations: social service, recreation & social clubs, religious organizations, health organizations, and sports organizations. Eleven percent of the volunteer activity is channelled through sports organizations. This equates to 161,000 people who volunteer in sport in British Columbia. By comparison, there were 9,740 paid employees in BC's sport sector according to the most recent Census data.[16]
> More than one in four Canadians—27% or 6.5 million—volunteered through a charitable or non-profit organization.[17]
> Volunteers contributed an average of 162 hours during the year, up from 149 hours in 1997. In total, Canadians volunteered 1.05 billion hours during the year. This is equivalent to 549,000 fulltime jobs, which approximates the employed labour force of Manitoba.[18]

Volunteers are a powerful resource for communities. There is evidence, however, that volunteerism is in decline. According to the *2000 Canadian Survey of Giving, Volunteering and Participating*, volunteer numbers in Canada have declined by 31 per cent since 1997, or by just over 2 million people. This trend, should it continue, has serious consequences for the sport and physical activity sector. A strategy that provides tools to help communities and organizations recruit, train and retain volunteers will help to ensure that this valuable resource is sustained over the long term.

D. PROGRAMS, SERVICES AND EVENTS

The following recommendations address the enhancement of existing activities and the development of provincial strategies that can address gaps in the system.

26. RECOMMENDATION: That strategies, programs and services supported by the Sport and Physical Activity Branch reflect the need to serve under-represented populations, including women and girls, seniors, aboriginals, low-income earners and people with disabilities.

Achieving the policy goal of *Sport and Physical Activity for All* requires that the sector reflect the needs and interests of target populations, such as girls and women, seniors, aboriginals, low-income earners and people with disabilities. Future initiatives for sport and physical activity will require special attention directed to reduce barriers to these target groups. It is recommended that interventions be developed and evaluated for under-represented populations, and that these populations be involved in their planning and implementation.

27. RECOMMENDATION: That the provincial government support and lead a multi-sectoral, multi-year initiative to increase public awareness and provide a framework to promote sport and physical activity in settings that include communities, workplaces, schools, homes and venues for organized sport.

The quality of many of the programs and services that promote and deliver sport and physical activity in BC is outstanding. There are also highly-motivated communities and organizations that deliver programs and services within the sector. These efforts can be recognized and enhanced by a multi-sectoral and integrated physical activity initiative.

Behavioural change strategies require that specific messages and interventions be designed and delivered to specific audiences. Citing

catastrophic health care costs, the increased burden of disease and poor medal counts at international Games may have success with policy-makers, politicians and decision-makers; to the general population, however, they may be less relevant. An overweight child who lacks the skills and confidence to be physically active or a single mother with time constraints and financial pressures may not be motivated by research on child obesity, type II diabetes or the population's performance in sport and physical activity. Issues such as facility access and program resources are important systemic concerns, but, with the significant exception of low-income earners, are not always the primary barriers facing an inactive population.

Self-efficacy (our ability to perceive ourselves successfully performing tasks) is perhaps the biggest barrier to physical activity. Inactive individuals need to see themselves participating in an active lifestyle that suits their abilities, aptitudes and socioeconomic backgrounds. "Why?" is not as much a concern as "How?" Turnkey, accessible and flexible programs and services are essential to sustain positive change.

A provincial initiative that incorporates actions targeted to communities, schools, organized sport and other settings would consolidate province-wide efforts with the necessary momentum. People generally like to be associated with a greater good or collective effort, and require a variety of launch pads for action, including access to physical activity and sport through workplaces, communities, schools and homes, and by means of both structured and unstructured activities. The initiative must also engage the health community, school nurses, public health nurses, pediatricians, general practitioners, early childcare providers and others to promote physical activity as a preventive measure and as a healthy lifestyle choice.

A multi-sectoral initiative must also provide for the human resources needed to coordinate activities at local and regional levels. Models to consider could include recreation leaders working out of high schools to coordinate activities in their communities, or youth recreation leaders

and local service clubs providing playground or schoolyard supervision. A province-wide network of these and other "champions" would help to promote physical activity, streamline resources and share best practices.

The initiative should be linked to the resources of the provincial government's Public Affairs Bureau, other ministries and departments and agencies of the federal government in order to maximize resources. The initiative must be more than a public awareness campaign; it should provide best practices, recognition of success stories, evidence-based research for decision-making and access to national, provincial and community resources.

A public awareness campaign must also be supported by community capacity-building initiatives. Awareness of an issue is futile without sustainable programs and services to support behaviour change.

28. **RECOMMENDATION:** That the provincial government lead an initiative to position schools as a central setting for physical activity that both provide and benefit from community linkages.

Health benefits can be derived from the recommended 150-minutes per week of well-implemented physical education, but the suggested 90 minutes of daily physical activity indicated by Canada's *Physical Activity Guidelines for Youth and Children* can not be achieved within physical education timelines. Community and school partnerships and at-home, extracurricular and co-curricular activities must supplement the physical education curriculum in order to achieve the 90-minute-per-day goal.

Education programs are consistently more effective when delivered by trained teachers and are fully resourced, supported by school ethos and community resources and have measurable outcomes. A provincial school initiative would therefore provide comprehensive and accessible resources for parents, students and teachers and encourage links in community and home environments. Such an initiative would also go

beyond the physical education classroom and support and encourage a culture of physical activity throughout the school, including co-curricular programs, active transportation to and from school, extracurricular programs and greater parental involvement.

29. **RECOMMENDATION:** That the provincial government establish a sport tourism strategy and hosting policy that are linked to a national hosting program and consistent with the Canadian Sport Policy goal of coordinating approaches to maximize the benefits of hosting events.

Hosting sporting events offers direct benefits to host communities, including economic and community development, increased tourism, job creation, enhanced infrastructure, volunteer development and increased tax revenues. BC sport events allow athletes and coaches to compete before home crowds and to participate in competitive opportunities that are essential preparation for international competition.

The Canadian Sport Policy has identified Canada's "fragmented approach to hosting sport events" as a source of "tremendous pressure on public and private funding sources." This results in regional disparities in hosting opportunities and the benefits they bring.

The working groups support a national strategy for hosting and a program to make funds available for BC hosting efforts. In order to ensure accountability, the development of a hosting program must be driven by a provincial policy framework that includes long-term objectives and includes legacy planning and evaluation. The LegaciesNow WorldHost program provides a model for this initiative as well as similar programs in the US and UK.

30. **RECOMMENDATION:** That an integrated high performance sport delivery system be developed and implemented based on early talent identification and a collaborative, multidisciplinary vision for high performance sport in BC.

Research demonstrates that it requires between 8 and 12 years to develop elite athletes that can achieve consistent peak performances.[18]

This lengthy timeframe requires early, and a systemic approach to talent identification in order to ensure an enduring talent pool for our sport system.

As athletes grow older, their training emphases also change. Training for athletes between the ages of 9 and 12, for example, requires critical and time-sensitive attention to motor and skill development. This focus is largely absent in BC, as the best coaches and resources are reserved for elite and older athletes. If the initial identification and development of young athletes are not afforded appropriate resources, their potential may never be reached.

Support at community, regional, provincial and national levels needs to be integrated and consistent in order to ensure that the continuum of athletic development is addressed. This will require more resource allocation to early athlete development and the associated development of appropriate coaching expertise. The most effective training trajectory has been identified, from community training and competition to the BC Games, the Canada Games and international competitions. Adequate resources and subsequent evaluation are the next steps.

The formation of technical sport review advisory committee will ensure that sport plans are aligned with long-term athlete development objectives, principles and performance targets.

31. **RECOMMENDATION:** That coach development be enhanced, under the leadership of the Coaching Association of BC and the National Coaching Institute (BC) and support from the provincial government to ensure the following:
   - > that coaching is recognized as integral to athletic performance and acknowledged as a profession in BC;
   - > that standards are developed and enforced so that every participant in organized sport is led by a qualified coach; and,
   - > that BC supports the *3M National Coaching Certification Program* in its transition to competency-based education and training for coaches.

There are approximately 5,000 coaches registered with the Coaches' Association of BC. Ninety-eight per cent of the association's membership is comprised of volunteers.[19] Currently, professionally-linked incentives for coaches to further their skills and contribute volunteer time to their vocation are poor. Formalizing the coaching profession will require that certification be supported by competency-based education and training and a demand for certified coaches at every level, from community clubs to the high performance programs.

Childcare professionals, fitness leaders and others charged with the health and social welfare of children and youth are legitimized through extensive certification and competency-based processes. Parents and communities should demand no less for children who participate in sport.

Professional compensation for coaches could begin with financial support from sporting clubs and their membership contributions to cover the costs of certification. Other measures, including tax incentives and corporate sponsorships, should also be explored. PacificSport's regional sport network model of compensating regional coaches has been successful in getting more high-calibre coaches into the system. The advantages of this model can be duplicated through partnerships at the local level—even with nominal compensation as the initial goal. The provincial government can augment its historical support for coaches by encouraging municipalities, schools and other sport deliverers to implement minimum coaching standards and by endorsing the development of coaching as a profession.

▶ **32. RECOMMENDATION:** That the sport and physical activity sector and universities and colleges work closely together to further develop high performance sport and promote physical activity.

Undoubtedly, universities and colleges are the training ground for teachers (both generalists and physical education specialists),

researchers, coaches, officials, sport scientists, recreation and fitness leaders and administrators. They can also be better-positioned as places to house centres of excellence and research chairs in order to promote and provide practical experience for future leaders in sport and physical activity. Through enhanced linkages, this expertise can be better channeled to support sport and physical activity from the playground to the podium.

Linkages could include:

> increases in physical activity, sport science and medicine research directed to BC colleges and universities;
> shared facility use (community and post-secondary institutions);
> shared or complementary program delivery (though provincial sport/recreation organization and post-secondary institution partnerships);
> more training for coaches and official at post-secondary institutions (e.g., part of degree program, or though certification clinics); and,
> increased fund-raising for bursaries for post-secondary students and student-athletes training in physical education, coaching/officiating, sport and recreation administration, leisure studies, etc.

E. CONCLUSION

Promoting environments that embrace sport and physical activity, establishing and monitoring performance measures, innovative resource development and the enhancement of existing programs, services and events will build BC's capacity to improve the sport and physical activity sector and the health of our citizens.

The implementation of these recommendations will bring British Columbia closer to achieving its vision for sport and physical activity.

The sustainability and growth of sport and physical activity, and their related community, health and economic benefits, will require a broad, integrated and sustained commitment and greater resources. The results, as indicated by a growing body of research and by the expertise of the minister's working groups, merit the effort.

F. SUMMARY OF RECOMMENDATIONS

1. **RECOMMENDATION:** That *BC's Policy on Sport and Physical Activity* be ratified as government public policy by Cabinet and supported with enabling or implementation strategies.

2. **RECOMMENDATION:** That program delivery agents (municipalities, aboriginal bands, school districts, universities and colleges) be encouraged to develop and implement policies and policy statements relating to sport and physical activity that complement federal and provincial policies, strategies and initiatives.

3. **RECOMMENDATION:** That a team of high-profile British Columbians champion physical activity and sport. Promoting physical activity will require high-profile attention, authority and the credibility of the Premier, the Lieutenant-Governor, Cabinet Ministers and other prominent British Columbians.

4. **RECOMMENDATION:** That sport and physical activity adopt a single industry approach.

5. **RECOMMENDATION:** That early education and sustained intervention for sport and physical activity be encouraged.

6. **RECOMMENDATION:** That grade 11 and 12 students be provided with relevant programs and flexible access to physical activity, given that physical education is not mandatory.

7. **RECOMMENDATION:** That communities develop local mechanisms (e.g. councils) that bring together multi-sector representation for the planning, development and coordination of sport and physical activity initiatives.

8. **RECOMMENDATION**: That athletes be given opportunities to participate at decision-making tables and in leadership roles in sport in British Columbia.

9. **RECOMMENDATION:** That a research and surveillance strategy that consolidates consistent, reliable, comprehensive and BC-specific research and data for benchmarking purposes be developed and implemented.

10. **RECOMMENDATION:** That a BC Research Centre for Sport and Physical Activity, or Sport/Physical Activity Science and Research Chair positions in partnership with one or more universities be established.

11. **RECOMMENDATION:** That a repository of best practices be established.

12. **RECOMMENDATION**: That technology be embraced as a means to encourage access to sport and physical activity and provide appropriate resources.

13. **RECOMMENDATION:** That the provincial government develop stronger standards for and assessments of physical activity in schools, and provide support for these efforts where appropriate. Ideally, these standards would be developed as part of the Ministry of Education's provincial standards so that a culture of "physical literacy" is integral to the education system.

14. **RECOMMENDATION:** That school districts use physical activity and other healthy practices as a goal for school accountability agreements.

15. **RECOMMENDATION:** That a comprehensive risk management plan be developed and implemented.

16. **RECOMMENDATION:** That the sport and physical activity sector develop strategic plans for alternative revenue sources.

17. **RECOMMENDATION:** That the provincial government channel Direct Access gaming funds through the Sport and Physical Activity Branch in order to achieve strategic objectives without compromising the fundamental nature of the program.

18. **RECOMMENDATION**: That the provincial government ensure that Provincial Sport Organizations receive full resources to respond to future challenges and opportunities.

19. **RECOMMENDATION:** That the provincial government support the restoration of annual Summer and Winter Games.

20. **RECOMMENDATION:** That the provincial government complete the Regional Delivery Program, including measures to develop a sustainability model for each of the Centres in the Program.

21. **RECOMMENDATION:** That the provincial government negotiate changes with the government of Canada to the Canada/BC Infrastructure Program, including the removal of the $2 million "cap" on non-green infrastructure projects or, alternatively, to negotiate the inclusion of a dedicated sport and physical activity component.

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25. **RECOMMENDATION:** That a strategy to recruit, train, recognize and retain volunteers in sport and physical activity be developed.

26. **RECOMMENDATION:** That strategies, programs and services supported by the Sport and Physical Activity Branch reflect the need to serve under-represented populations, including women and girls, seniors, aboriginals, low-income earners and people with disabilities.

27. **RECOMMENDATION:** That the provincial government support and lead a multi-sectoral, multi-year initiative to increase public awareness and provide a framework to promote sport and physical activity in settings that include communities, workplaces, schools, homes and venues for organized sport.

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29. **RECOMMENDATION:** That the provincial government establish a sport tourism strategy and hosting policy that are linked to a national hosting program and consistent with the Canadian Sport Policy goal of coordinating approaches to maximize the benefits of hosting events.

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31. **RECOMMENDATION:** That coach development be enhanced, under the leadership of the Coaching Association of BC and the National Coaching Institute (BC) and support from the provincial government to ensure the following:
   - > that coaching is recognized as integral to athletic performance and acknowledged as a profession in BC;
   - > that standards are developed and enforced so that every participant in organized sport is led by a qualified coach; and,
   - > that BC supports the *3M National Coaching Certification Program* in its transition to competency-based education and training for coaches.

32. **RECOMMENDATION:** That the sport and physical activity sector and universities and colleges work closely together to further develop high performance sport and promote physical activity.

END NOTES

[1] According to the 1998/99 National Population Health Survey (NPHS). Research also indicates that children today spend four times less energy than did children 40 years ago (Fishburne & Harper-Tarr, 1992, and in Fishburne, Graham, 1991, *The Well-Being of Children and Youth*, ACFWB Newsletter, May). The World Health Organization has also reported that Canadian children aged 11 to 15 were 30 percent less active than children were in 1990.

[2] Tremblay, Mark S.; and Willms, J. Douglas. *Secular trends in the body mass index of Canadian children* Canadian Medical Association Journal 2000 163: 1429-1433.

[3] Ministry of Health Planning, 2003.

[4] Katzmarzyk, Gledhill and Shepard, *The economic burden of physical inactivity in Canada* Canadian Medical Association Journal 2000: 163 (11): 1435-1440.

[5] Colman, Ibid. The potential saving is based on the Canadian Community Health Population Survey physical inactivity statistic (38%, versus the Canadian Fitness and Lifestyle Research Institute statistic of 47%)

[6] When the Liberal government was sworn into office in June 2001, it launched a four-year action plan based on a platform of 201 specific commitments the government promised to undertake.

[7] BC's Heartlands Economic Strategy, announced in the 2003 Throne Speech, is a strategy to support increased economic development in BC regions outside of the lower mainland.

[8] Currently, grades K-3 instructional time for physical education is at the discretion of the teacher. In grades 4-7, physical education

of 150 minutes a week is only a recommended allotment.

[9] The Ministry of Education is phasing in new graduation requirements starting in 2004.

[10] *Physical Education Curriculum Review Report*, Bruce W. Deacon, Ministry of Education Curriculum Branch, November 2001.

[11] *Physical Education Curriculum Review Report*, ibid.

[12] According to Sport BC, PSO membership is expected to grow at a rate of 1% per year.

[13] Coaches Association of British Columbia Database, Sept 2001

[14] Sport BC, 2003 database.

[15] According to the BC Games Society website, July 2003.

[16] *2000 Canadian Survey of Giving, Volunteering and Participation*, Stats Canada.

[17] *2000 CSGVP*, ibid.

[18] Bloom, 1985, Ericsson et al, 1993, Ericsson and Charness 1994.

[19] COACHES ASSOCIATION OF BRITISH COLUMBIA DATABASE, SEPT 2001

APPENDIX 1 – WORKING GROUP MEMBERS

ACTIVE SCHOOLS	AFFILIATION
ALEX CARRE	UNIVERSITY OF BRITISH COLUMBIA
BRUCE DEACON	MINISTRY OF EDUCATION
BRYNA KOPELOW	PREMIER'S SPORT AWARDS
GLENN YOUNG	PHYSICAL EDUCATION PROVINCIAL SPECIALLISTS ASSOCIATION
GREG SMITH	PRINCIPAL—ALBERNI SECONDARY SCHOOL
JACK MILLER	SD #74-TRUSTEE
JO ANN WARD	PE-SPECIALIST COQUITLAM SCHOOL DISTRICT
JOHN PLANTINGA	MALASPINA COLLEGE FACULTY
KEVEN ELDER	ASSISTANT DISTRICT SUPERINTENDENT [SD #63]
LEE SOUTHERN	EXEC. DIRECTOR, BC SCHOOL TRUSTEES' ASSOCIATION
MARILYN PAYNE	BC SCHOOL SPORTS
MILENA GAIGA-SECRETARIAT	SPORT AND PHYSICAL ACTIVITY BRANCH
NORM OLENICK	VANCOUVER COLLEGE FACULTY
RICK BELL	ACTIVE LIVING COALITION / UNIVERSITY OF VICTORIA
LYSE BURGESS / RON LIMER	BC CONFEDERATION OF PARENTS ADVISORY COUNCILS
SANDRA GIBBONS	CANADIAN ASSOCIATION FOR HEALTH, PHYSICAL EDUCATION,RECREATION AND DANCE / UNIVERSITY OF VICTORIA
SHARON WHITE-CO-CHAIR	SPORT AND PHYSICAL ACTIVITY BRANCH
TOM CAVERLEY	EXECUTIVE DIRECTOR—BC VOLLEYBALL
WAYNE HUNTER-CO-CHAIR	MAYOR OF CENTRAL SAANICH

ACTIVE COMMUNITIES	AFFILIATION
DAN HOWE	SPECIAL OLYMPICS
DAN PAGELY	LADYSMITH PARKS AND RECREATION
DIEGO MARCHESE	HEART AND STROKE FOUNDATION OF BC AND THE YUKON
DR. DON HUNTER	SURREY PARKS AND RECREATION
DR. BILL MACKIE	BC MEDICAL ASSOCIATION
GARY YOUNG CO CHAIR	NORTH VANCOUVER PARKS AND RECREATION
GINA MOLLICONE LONG	PROMOTION PLUS
KATHY MCAUSLAND	PROMOTION PLUS

GRAHAM MCKAY – CO-CHAIR	SPORT AND PHYSICAL ACTIVITY BRANCH
JOAN WHARF-HIGGINS	UNIVERSITY OF VICTORIA
KATE SPARROW	LEISURE SERVICES, CITY OF RICHMOND
KATHRYN MACLEAN – SECRETARIAT	SPORT AND PHYSICAL ACTIVITY BRANCH
KELLY MANN	BC GAMES SOCIETY
KEN EDZERZA	ABORIGINAL SPORT AND RECREATION ASSOCIATION OF BC
PJ NAYLOR	MINISTRY OF HEALTH PLANNING
ROB HEHN	PRINCIPAL- MACKENZIE ELEMENTARY
SUZANNE STRUTT	BC RECREATION AND PARKS ASSOCIATION
TOM FAWSITT	TENNIS BC/CYCLING BC
WENDY FRISBY	UBC SCHOOL OF HUMAN KINETICS FACULTY

ORGANIZED SPORT	AFFILIATION
BOB PHILLIP	ATHLETICS DIRECTOR- UNIVERSITY OF BRITISH COLUMBIA
BRIAN MCCALDER	BC ATHLETICS
CHARLES PARKINSON – CO-CHAIR	SPORT AND PHYSICAL ACTIVITY BRANCH
GEORGIA MANHARD	CROSS COUNTRY BC
GORD MAY	COACHING ASSOCIATION OF BC
GREG EDGELOW	PRESIDENT—WRESTLING BC/TOURISM VANCOUVER
JEANINE STANNARD	BC SCHOOL SPORTS
LES UNDERWOOD	PACIFICSPORT CANADIAN SPORT CENTRE [VICTORIA]
LESLIE ROSS - SECRETARIAT	SPORT AND PHYSICAL ACTIVITY BRANCH
LYNDA CANNELL	SPORTMEDBC
MARION LAY – CO-CHAIR	LEGACIES NOW SOCIETY
MARNI ABBOTT	ATHLETE/COACH
SANDRA STEVENSON – CO-CHAIR	SPORT BC
SCOTT BRALEY	GYMNASTICS BC
STEVEN HILLS	PACIFIC SPORT GROUP
THERESA LUKE	ATHLETE
TODD ALLISON	TELUS WHISTLER INTERNATIONAL SPORT CENTRE
TOM WALKER	NORTH VANCOUVER PARKS AND RECREATION
WENDY PATTENDEN	PACIFICSPORT CANADIAN SPORT CENTRE [VANCOUVER]
WILF WEDMAN	ATHLETIC DIRECTOR – SIMON FRASER UNIVERSITY